

What is claimed is:

1. In a home area network comprising a plurality of rendering devices and a profile application, a method for updating a device profile adapted for use in a targeted advertisement system, the method comprising:

identifying a rendering device that is active from among the plurality of rendering devices;

determining content-related information associated with a program rendered on the active rendering device; and

updating a profile associated with the active rendering device responsive to the identifying and determining steps,

wherein the updating step is carried out by the profile application.

2. The method of claim 1 wherein the home area network is located wholly on the customer premises side of a demarcation point marking a separation from a carrier network.

3. The method of claim 1 wherein the home area network is located wholly within or approximately adjacent to a customer premises.

4. The method of claim 1 wherein the updating step is additionally responsive to the amount of time the program is rendered on the active device.

5. The method of claim 1 further comprising:

determining the time of rendering of the program on the active rendering device;
and

updating the profile additionally responsive to the determined time.

6. The method of claim 1 further comprising:

identifying a user viewing the program on the active rendering device; and

updating the profile additionally responsive to the identified user.

7. The method of claim 1 further comprising:

receiving a user-entered program-control command; and

updating the profile additionally responsive to the received user-entered program-control command.

8. In a home area network comprising a plurality of rendering devices and a profile application, a method for updating device profiles adapted for use in a targeted advertisement system, the method comprising:

identifying a first rendering device that is active from among the plurality of rendering devices;

identifying a second rendering device that is active from among the plurality of rendering devices;

determining first content-related information associated with a first program rendered on the first active rendering device;

during rendering of the first program on the first active rendering device, determining second-content related information associated with a second program rendered on the second rendering device;

updating a first profile responsive to the step of identifying the first rendering device and the step of determining first content-related information;

updating a second profile responsive to the step of identifying the second rendering device and the step of determining second content-related information;

wherein the updating steps are carried out by the profile application.

9. The method of claim 8 wherein the first profile differs from the second profile after the updating steps.

10. The method of claim 8 wherein the home area network is located wholly on the customer premises side of a demarcation point marking a separation from a carrier network.

11. The method of claim 8 wherein the home area network is located wholly within or approximately adjacent to a customer premises.

12. In a home area network comprising a plurality of rendering devices and a profile application, an apparatus for updating a device profile adapted for use in a targeted advertisement system, the apparatus comprising:

means for identifying a rendering device that is active from among the plurality of rendering devices;

means for determining content-related information associated with a program rendered on the active rendering device; and

means for updating a profile associated with the active rendering device responsive to the identifying and determining steps.

13. The apparatus of claim 12 wherein the home area network is located wholly on the customer premises side of a demarcation point marking a separation from a carrier network.

14. The apparatus of claim 12 wherein the home area network is located wholly within or approximately adjacent to a customer premises.

15. The apparatus of claim 12 wherein the means for updating is additionally responsive to the amount of time the program is rendered on the active device.

16. The apparatus of claim 12 further comprising:

means for determining the time of rendering of the program on the active rendering device,

wherein the means for updating is additionally responsive to the determined time of rendering.

17. The apparatus of claim 12 further comprising:

means for identifying a user viewing the program on the active rendering device, wherein the means for updating is additionally responsive to the identified user viewing the program.

18. The apparatus of claim 12 further comprising:

means for receiving a user-entered program-control command, wherein the means for updating is additionally responsive to the received user-entered program-control command.

19. In a home area network comprising a plurality of rendering devices and a profile application, an apparatus for updating device profiles adapted for use in a targeted advertisement system, the apparatus comprising:

means for identifying a first rendering device that is active from among the plurality of rendering devices;

means for identifying a second rendering device that is active from among the plurality of rendering devices;

means for determining first content-related information associated with a first program rendered on the first active rendering device;

means for determining, during rendering of the first program on the first active rendering device, second-content related information associated with a second program rendered on the second rendering device;

means for updating a first profile responsive to the step of identifying the first rendering device and the step of determining first content-related information;

means for updating a second profile responsive to the step of identifying the second rendering device and the step of determining second content-related information.

20. The apparatus of claim 19 wherein the first profile differs from the second profile after operation of the means for updating the first profile and the means for updating the second profile.

21. The apparatus of claim 19 wherein the home area network is located wholly on the customer premises side of a demarcation point marking a separation from a carrier network.

22. The apparatus of claim 19 wherein the home area network is located wholly within or approximately adjacent to a customer premises.

23. A computer-readable storage medium storing instructions that, when executed by a computer, cause the computer to perform, in a home area network comprising a plurality of rendering devices and a profile application, a method for updating a device profile adapted for use in a targeted advertisement system, the method comprising:

identifying a rendering device that is active from among the plurality of rendering devices;

determining content-related information associated with a program rendered on the active rendering device; and

updating a profile associated with the active rendering device responsive to the identifying and determining steps,

wherein the updating step is carried out by the profile application.

24. The computer-readable storage medium of claim 23 wherein the home area network is located wholly on the customer premises side of a demarcation point marking a separation from a carrier network.

25. The computer-readable storage medium of claim 23 wherein the home area network is located wholly within or approximately adjacent to a customer premises.

26. The computer-readable storage medium of claim 23 wherein the updating step is additionally responsive to the amount of time the program is rendered on the active device.

27. The computer-readable storage medium of claim 23, wherein the method further comprises:

- determining the time of rendering of the program on the active rendering device;
- and

- updating the profile additionally responsive to the determined time.

28. The computer-readable storage medium of claim 23, wherein the method further comprises:

- identifying a user viewing the program on the active rendering device; and

- updating the profile additionally responsive to the identified user.

29. A computer-readable storage medium storing instructions that, when executed by a computer, cause the computer to perform, in a home area network comprising a plurality of rendering devices and a profile application, a method for updating a device profile adapted for use in a targeted advertisement system, the method comprising:

- identifying a first rendering device that is active from among the plurality of rendering devices;

- identifying a second rendering device that is active from among the plurality of rendering devices;

- determining first content-related information associated with a first program rendered on the first active rendering device;

during rendering of the first program on the first active rendering device, determining second-content related information associated with a second program rendered on the second rendering device;

updating a first profile responsive to the step of identifying the first rendering device and the step of determining first content-related information;

updating a second profile responsive to the step of identifying the second rendering device and the step of determining second content-related information;

wherein the updating steps are carried out by the profile application.

30. The computer-readable storage medium of claim 29 wherein the first profile differs from the second profile after the updating steps.

31. The computer-readable storage medium of claim 29 wherein the home area network is located wholly on the customer premises side of a demarcation point marking a separation from a carrier network.

32. The computer-readable storage medium of claim 29 wherein the home area network is located wholly within or approximately adjacent to a customer premises.

33. In a home area network comprising a plurality of rendering devices and a media server, an apparatus for updating a device profile adapted for use in a targeted advertisement system, the apparatus comprising a profile application part of or executing on the media server, the profile application configured to:

identifying a rendering device that is active from among the plurality of rendering devices;

determining content-related information associated with a program rendered on the active rendering device; and

updating a profile associated with the active rendering device responsive to the identifying and determining steps.

34. A signal embedded in a medium representing data corresponding to an update to a device profile adapted for use in a targeted advertisement system in a home area network comprising a plurality of rendering devices and a profile application, the data produced responsive to encoded instructions that when executed by a computer, cause the computer to perform a method for updating the device profile, the method comprising:

identifying a rendering device that is active from among the plurality of rendering devices;

determining content-related information associated with a program rendered on the active rendering device; and

updating a profile associated with the active rendering device responsive to the identifying and determining steps,

wherein the updating step is carried out by the profile application.